

## AMENDMENT

### In the specification:

- ~~Page 9, line 15, please delete "mediums" and insert --media-- therefor;~~
- ~~Page 9, line 18 after "presents", please insert --the-- ;~~
- ~~Page 11, line 21, please delete "system data", second occurrence and insert --selection-- therefor;~~
- ~~Page 12, line 15, please delete "identifies" and insert --identify-- therefor.~~

### In the claims:

For the Examiner's convenience all pending claims are presented herein.

Those claims that remain unchanged by this amendment are prefixed with

“(Unchanged)”. ~~Please cancel claims 49-54. Please amend the claims as follows:~~

- 1 43. (Amended) A graphical user interface (GUI) [GUI] for presenting data associated  
2 with an entertainment selection [program], comprising:  
3 textual data about the entertainment selection [program] received from a  
4 first one from among a plurality of different entertainment system data  
5 sources; and  
6 a [first] multimedia identifier corresponding to the entertainment selection  
7 [program] and selectable to display [deliver associated] entertainment  
8 system data about the entertainment selection [, the entertainment system  
9 data] receivable from a second one from among the [a] plurality of

10 different entertainment system data sources [in a plurality of multimedia  
11 data formats and stored in a first location in association with the first  
12 multimedia identifier according to a unitary data format].

1 44. (Amended) The GUI [graphical user interface (GUI)] of claim 43, wherein the  
2 entertainment system data further comprises a plurality of traits, and wherein each  
3 trait includes an identifier portion to provide a generic description of the trait and  
4 a data portion to provide specific data related to the trait.

1 45. (Unchanged) The GUI of claim 43, wherein the entertainment system data  
2 includes radio station information.

1 46. (Amended) The GUI of claim 43, wherein the [first] multimedia identifier is  
2 selectable to deliver a critique of the entertainment selection [program] to be  
3 rendered responsive to selection of the [first] multimedia identifier.

1 47. (Amended) The GUI of claim 43, [46, wherein the GUI] further comprising  
2 [comprises] a second multimedia identifier corresponding to a theme song of the  
3 entertainment selection [program] to be rendered responsive to selection of the  
4 second multimedia [multi-media] identifier.

1 48. (Amended) The GUI [graphical user interface (GUI)] of claim 43, [45, wherein  
2 the GUI] further comprising [comprises] a second multimedia [multi-media]  
3 identifier corresponding to a video clip of the entertainment selection [program]  
4 to be rendered responsive to selection of the second multimedia [multi-media]  
5 identifier.

1 55. (Amended) An apparatus for presenting data associated with an entertainment  
2 selection [program,] comprising:  
3 a data parser to receive [a plurality of] entertainment system data  
4 associated with the entertainment selection [program] from a plurality of  
5 different sources in a plurality of different multimedia data formats, and to  
6 reformat the entertainment system data into a unitary data format;  
7 a data engine to receive the reformatted entertainment system data from  
8 the parser and store the reformatted entertainment system data in a  
9 database; and  
10 a graphical query interface to access the reformatted entertainment system  
11 data stored in the database and present the entertainment system data as  
12 one or more selectable multimedia identifiers.

1 56. (Unchanged) The apparatus of claim 55, wherein the entertainment system data  
2 includes radio station information.

1 57. (Unchanged) The apparatus of claim 55, wherein the unitary data format includes  
2 an identifier portion to provide a generic description of the entertainment system  
3 data and a data portion to provide specific information related to the entertainment  
4 system data.

1 58. (Unchanged) The apparatus of claim 57, wherein the data portion includes a  
2 uniform resource locator (URL) associated with data in a second location external  
3 to the database.

1 59. (Amended) The apparatus of claim 55, wherein each of the one or more selectable  
2 multimedia identifiers is selectable to deliver one of a critique of the  
3 entertainment selection [program] to be rendered, a theme song of the

4 entertainment selection [program] to be rendered, and a video clip of the  
5 entertainment selection [program] to be rendered.

1 60. (New) -- The GUI of Claim 43 wherein the plurality of different entertainment  
2 system data sources contain data in a plurality of different multimedia data  
3 formats.

1 61. (New) -- The GUI of Claim 44 wherein the data portion includes the textual data.

1 62. (New) -- The GUI of Claim 44 wherein the data portion includes specific data for  
2 display.

1 63. (New) -- The GUI of Claim 44 wherein the data portion includes an identification  
2 of the source from which further entertainment system data is retrievable.

1 64. (New) -- The GUI of Claim 43 wherein the textual data comprises television  
2 program information received from a broadcast source and the second  
3 entertainment system data source is a remote web server.

1 65. (New) -- The GUI of Claim 43 wherein the textual data comprises television  
2 program information received from a broadcast source and the second  
3 entertainment system data source is a locally stored file.

1 66. (New) -- The GUI of Claim 43 wherein the textual data comprises television  
2 program information received from a broadcast source and the second  
3 entertainment system data source is accessed through an Internet address.

1 67. (New) -- The GUI of Claim 43 wherein the textual data comprises at least one of  
2 the name of a television show, the time that the show will be broadcast, a list of  
3 cast members of the television show and a summary of the show and wherein the  
4 multimedia identifier is selectable to display at least one of a text biography of a

5 cast member of the show, a web page for the show, a video clip of the show, a  
6 theme song of the show, a critique of the show, a magazine article about the show  
7 and merchandise related to the show.

1 68. (New) -- The apparatus of Claim 57 wherein the data portion includes specific  
2 data for display.

1 69. (New) -- The apparatus of Claim 57 wherein the data portion includes an  
2 identification of the source from which further entertainment system data is  
3 retrievable.

1 70. (New) -- The apparatus of Claim 55 wherein the entertainment system data source  
2 comprises one of a remote web server, a locally stored file and a broadcast source.

1 71. (New) -- The apparatus of Claim 55 wherein the entertainment selection  
2 comprises a television show and the entertainment system data comprises at least  
3 one of the name of the show, the time that the show will be broadcast, a list of  
4 cast members of the show, a summary of the show, a text biography of a cast  
5 member of the show, a web page for the show, a video clip of the show, a theme  
6 song of the show, a critique of the show, a magazine article about the show and  
7 merchandise related to the show.

1 72. (New) -- A machine-readable medium having stored thereon data representing  
2 sequences of instruction which, when executed by a machine, cause the machine  
3 to perform operations comprising:

4 presenting textual data about an entertainment selection to a user of an  
5 entertainment system, the textual data being received from a first one from  
6 among a plurality of different entertainment system data sources; and

7 presenting to the user a multimedia identifier corresponding to the  
8 entertainment selection; and  
9 upon selection of the multimedia identifier, displaying entertainment  
10 system data about the entertainment selection to the user, the  
11 entertainment system data being received from a second one from among  
12 the plurality of different entertainment system data sources.

1 73. (New) -- The medium of claim 72, wherein the entertainment system data further  
2 comprises a plurality of traits, and wherein each trait includes an identifier portion  
3 to provide a generic description of the trait and a data portion to provide specific  
4 data related to the trait.

1 74. (New) -- The medium of Claim 72 wherein the entertainment system data  
2 includes radio station information.

1 75. (New) -- The medium of claim 72, further comprising instructions causing the  
2 machine to perform, upon selection of the multimedia identifier, delivering to the  
3 user a critique of the entertainment selection.

1 76. (New) -- The medium of claim 72, further comprising instructions causing the  
2 machine to perform, upon selection of the multimedia identifier, delivering to the  
3 user a theme song of the entertainment selection.

1 77. (New) -- The medium of claim 72, further comprising instructions causing the  
2 machine to perform, upon selection of the multimedia identifier, delivering to the  
3 user a video clip of the entertainment selection.

1 78. (New) -- The medium of Claim 72 wherein the plurality of different entertainment  
2 system data sources contain data in a plurality of different multimedia data  
3 formats.

1 79. (New) -- The medium of Claim 73 wherein the data portion includes specific data  
2 for display.

1 80. (New) -- The medium of Claim 73 wherein the data portion includes an  
2 identification of the source from which further entertainment system data is  
3 retrievable.

1 81. (New) -- The medium of Claim 72 wherein the textual data comprises television  
2 program information received from a broadcast source and the second  
3 entertainment system data source is a remote web server.

1 82. (New) -- The medium of Claim 72 wherein the textual data comprises television  
2 program information received from a broadcast source and the second  
3 entertainment system data source is locally stored file.

1 83. (New) -- The medium of Claim 72 wherein the textual data comprises television  
2 program information received from a broadcast source and the second  
3 entertainment system data source is accessed through an Internet address.

1 84. (New) -- The medium of Claim 72 wherein the textual data comprises at least one  
2 of the name of a television show, the time that the show will be broadcast, a list of  
3 cast members of the television show and a summary of the show and wherein,  
4 upon selection of the multimedia identifier, displaying entertainment system data  
5 to the user comprises displaying at least one of a text biography of a cast member  
6 of the show, a web page for the show, a video clip of the show, a theme song of  
7 the show, a critique of the show, a magazine article about the show and  
8 merchandise related to the show.

1 85. (New) -- A method for configuring a graphical user interface (GUI) for an  
2 entertainment system comprising:  
3 presenting to a user of an entertainment system textual data about an  
4 entertainment selection, the textual data being received from a first one  
5 from among a plurality of different entertainment system data sources;  
6 presenting to the user a multimedia identifier associated with  
7 entertainment system data about the entertainment selection;  
8 upon selection of the multimedia identifier, retrieving the associated  
9 entertainment system data using information from a data portion of a  
10 record corresponding to the multimedia identifier, the entertainment  
11 system data being received from a second one from among the plurality of  
12 different entertainment system data sources; and  
13 displaying to the user the retrieved entertainment system data about the  
14 entertainment selection.

1 86. (New) -- The method of Claim 85 wherein the data portion of the record includes  
2 a trait of the entertainment selection and displaying the retrieved entertainment  
3 system data comprises displaying the trait.

1 87. (New) -- The method of Claim 85 wherein displaying the retrieved entertainment  
2 system data comprises displaying the information stored in the data portion of the  
3 record.

1 88. (New) -- The method of Claim 85 wherein retrieving the associated entertainment  
2 system data comprises using information stored in the data portion of the record  
3 to locate and retrieve additional information at another location.